



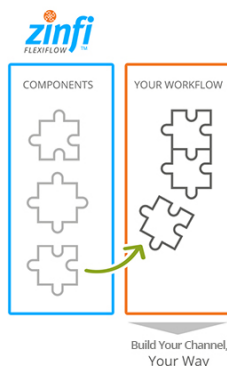
FlexiFlow™ Workflow Management

ZINFI's Unified Channel Management (UCM) platform comes with a dynamic configuration tool (FlexiFlow™) that facilitates the design, configuration and automation of various business processes. It guides ZINFI customers and their partners through a step by step process to develop automated business and campaign workflows. The ZINFI FlexiFlow™ user interface enables teams to easily grasp how channel programs and campaigns are executed from start to finish. The tool establishes a logical, iterative design process in which every part of a business flow is tested before it goes into production. With FlexiFlow™, the days of coding are gone and now you just have to drag, drop and build what you want to automate.

FlexiFlow™ Process Automation

Create sophisticated, targeted flows without the headaches, and give every contact in your database the attention they deserve. The FlexiFlow™ visual editor makes it easy to envision workflows in real time—while building simple or complex follow-up workflows. Use advanced segmentation logic to determine exactly who gets enrolled in your organization workflows and when.

The FlexiFlow™ engine automates the regular and repetitive tasks of a business process, allowing your organization to define workflows without any code changes, thus saving both time and money. The FlexiFlow™ engine also helps you to improve the stability of the platform—again, with no code changes required.



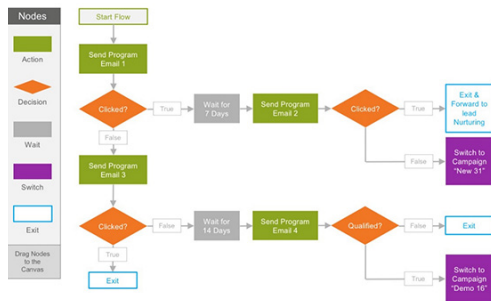
Key Features Include:

- ✓ Automated emails based on defined conditions
- ✓ Automated task creation and assignment to users
- ✓ Automatic value update in the database based on user-provided criteria
- ✓ Define workflows for MDF, lead management, campaigns, deal reg., etc.

FlexiFlow™ Campaign Management

ZINFI's FlexiFlow™ capability enables your channel management organization to create campaigns with a combination of easily configurable elements. Define actions for every record in the platform via Program Step. Use Decision Rule to define a process for records to flow through.

In FlexiFlow™ campaign management, Wait Step allows your organization to define a wait process across all or selected steps. With Switch Step, you can define a process that permits users to easily switch between different existing flows in the platform.



Key Features Includes:

- ✓ Program Step Management
- ✓ Decision Rule Management
- ✓ Wait Step Management
- ✓ Switch Step Management

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